

ENTERTAINMENT

Market leading Ad-Wrap solutions for agency production companies



AGCS is The #1 market leader when it comes to providing global Ad-Wraps insurance for Corporate & Specialty Clients.

What is an Ad-Wrap Insurance policy?

An Ad-Wrap covers the insurance needs for a client’s advertising production program in one comprehensive package covering multiple territories in one global solution. The client retains insurance responsibility for the production company and either the client or the agency’s exposure.

Why would this be of interest to me as a corporate P&C broker?

Your corporate clients will likely hold a significant advertising production budget; if they do not insure through the production agencies they will be arranging insurances themselves, likely in multiple territories. Additionally they might well be using brokers outside of your network potentially resulting in lost revenue opportunity to you.

How does it help my client?

Implementing an admitted global Ad-wrap insurance solution together with AGCS will help your clients achieve full global program compliance and drive greater efficiencies in terms of time and cost plus ensure that you are in control of their Ad-wrap premium placement in all territories.

Where can I implement a global Ad-wrap Solution?

AGCS can deliver compliant global solutions through its Multinational team in most major territories.

We will help you find a solution.

When should I approach the client?

Start the discussion now!

Questions to ask:

- Does your client place multiple advertising production contracts?
- What is their spend?
- Which territories / locations do they cover?

Who should I speak to?

Any of your AGCS Entertainment Line of Business or Distribution contacts

Standard & Poor’s

AA

A.M. Best

A+

*Standard & Pools/AM Best respectively

Getting into the detail – what’s typically covered?

Admitted, compliant International Insurance Solutions typically written from the client’s domicile country. For example much the same as a global Property program with locally issued, fully compliant local policies reflecting the Master coverage including the following:

General Liability

- **Non-owned and Hired**
Auto US-specific excess cover beyond vehicle owners primary coverage
- **Workers’ Compensation**
Dependent on territory
- **Employers Liability**
Dependent on territory
- **Cast**
Including extra expense due to sickness, injury or inability to perform
- **Extra Expense**
Caused by physical loss or damage to facilities or equipment
- **Props, Sets and Wardrobe**
Damage to owned or rented property and in the client’s care, custody and control
- **Faulty Media**
Being the actual film/computer card images are recorded on and damage resulting from faulty equipment; cover for Negatives including physical loss or damage and theft
- **Equipment**
Including filming equipment owned or rented and in the client’s care, custody and control
- **Third Party Property Damage**
Including locations temporarily rented e.g. stages, offices, houses etc. used for set locations

Why Choose AGCS

- Unrivalled capacity & global reach underpinned by local knowledge
- Centrally coordinated global insurance programs which deliver locally admitted policies to match clients’ own geographic footprint
- Combined depth and breadth of expertise that allows us to go further for our clients
- Client controls protection
Additional revenue source for you as a broker
- Fully compliant international insurance solutions
- Reduce ‘revenue’ leakage in your broker network through one global program

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AGCS - NORTH AMERICA
APP TODAY**



Putting it In Practice

A recent example exclusively provided by AGCS for a large multinational client and Captive

- **Background:** existing US relations but remainder of client program local and fragmented including non-admitted cover
- **Solution:** First of its kind, integrated Captive fronting global program:
 - Multi-territory
 - Consistent coverage
 - Fully compliant
 - Easily adjustable declarations
- **Client Advantage:** More efficient, globally consistent, fully compliant program
- **Broker Advantage:** Successful incumbent up-sell achieved, control of greater premium and ability to demonstrate innovative, value-added program design to the client. No leakage to competitor brokers

Want to know more?

Reach out to your usual AGCS Entertainment, Regional Distribution or Key Account Manager contacts:

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About Allianz

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